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Market Brief

China's Juice Market

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Report Highlights:

Fruit and vegetable juice consumption in China is growing, but the product lacks the same positive image as it has in the West. Export opportunities exist, but mainly in supplying a growing number of domestic producers with bulk concentrate.

China's large supplies of fresh fruit will continue to make the country a competitor for U.S. suppliers in other markets.

Includes PSD changes: No
Includes Trade Matrix: No
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Guangzhou [CH3], CH

Introduction

Fruit and vegetable juice consumption in China is relatively low, but growing as new producers enter the local market to satisfy increasing demand. Juice's image is holding back greater consumption in China. Juice is mainly seen as a product to satisfy thirst and not necessarily a good nutritional supplement. Regardless, consumption appears to be increasing, partly thanks to greater juice supply due to China's continually increasing fruit production. The greater supply has brought prices down, encouraging greater consumption. Regardless of the large availability of domestically produced juice beverages in China, juice product export opportunities exist for American suppliers, but bulk concentrate probably has the best chances. Several overseas companies have set up juice production facilities in China, and they tend to be big importers of bulk juice concentrate. While China's juice imports in general have been higher over the last few years, its exports have shown even greater growth. China's juice exports are mainly concentrated on one product, apple juice; while frozen orange juice imports show continued growth. China's apple juice exports are competitive in the world market and could grow, depending on world price trends. China's total juice exports in 1998 were 116,187 metric tons, while imports equaled 12,050 metric tons.

The whole concept of cold beverages is fairly recent in China. Until the 1990s, it was unheard of to drink cold water, and it would have been rare to purchase water. Today, guests are frequently served cold bottled water in lieu of tea especially during the summer months, and urban dwellers frequently purchase bottled water. Along with the modern appreciation in China for soft drinks, this trend indicates that cold fruit juices will also grow in popularity. Post anticipates that fruit juice consumption will grow in a similar manner to Hong Kong and Japan where consumers have progressed from drinking highly sweetened, juice flavored drinks to pure fruit juices.

According to China's National Standards, juice beverages are classified according to the content of actual juice in the product. Products with a actual juice content of 80 percent or more are referred to as total juice or 100 percent juice. Products with juice content between 20 and 80 percent are referred to as juice drinks. Lastly, products with an actual juice content of less than 20 percent are referred to juice flavored drinks.

Consumption: Local Attitudes, Preferences, and Tastes

Fruit and vegetable juice beverage consumption is low. The average Chinese consumer drinks less than one liter a year of juice beverages. According to the results of a survey conducted by a local market research company, after interviewing consumers from 12 of China's largest cities, only 1.8 percent of the sample claimed to drink juice beverages on a daily basis and 60.9 percent usually did not drink them at all. Despite low consumption in

general, demand in the recent past has exceeded supply. According to statistics supplied by the China Food News, estimated consumption in 1996 was greater than local production by approximately 100,000 tons. This same source estimated that in 1999 overall supply will overtake demand. However, local industry participants believe that on an individual product level oversupply only applies to apple juice and not other varieties.

The main impediments to growth in local juice products consumption include image and price. Fruit and vegetable juice in China does not have the same positive image as in the United States. Instead of viewing juice as a product with good nutritional value, local consumers often see it more as "snack food" consumed only to satisfy thirst and/or a poor substitute for fruits/vegetables. In an article published by the China Light Industry

News, a recent survey reportedly asked consumers which had greater nutritional value fruit or juice, and fruit was the favorite of the two choices. The specific results were 54 percent chose fruit over juice as being more nutritious, while only 3 percent chose juice over fruit.

Another factor restraining increases in local juice consumption is price. Juice tends to be more expensive than other types of beverages. In Guangzhou, for example, while many bottled water and tea drinks cost as little as one RMB(\$0.12) or less, juice beverages rarely are priced so low. In supermarkets, a two liter container sells for up to 28.50 RMB (\$3.45) which is high Chinese income standards. Industry participants tend to agree that price is an important factor that heavily influences local consumers' drink consumption decisions.

The factors restricting vegetable juice beverage consumption in China are generally the same as with fruit juice: price and a limited nutritional image. Local consumers often eat large amounts of vegetables in their meals, so they tend to believe that vegetable juice is not needed to balance their diets. In addition, some consumers avoid consumption, because of taste and vegetables' general low class image.

According to industry participants, children and the more educated are the main juice beverage consumers in China. Others who consume juice on a regular basis are people who started the habit at an early age.

The most popular juice flavors among local consumers tend to be of fruits that are well known and grown in China. These fruit flavors include: apple, pear, peach, kiwifruit, mango, black currant, strawberry, and orange. According to industry sources, most domestic juice producers tend to rely on locally produced concentrate for their juice. The only exception is orange juice concentrate which a good number of companies import from abroad.

The best sales period for juice beverages is the summer months, approximately June to September, when local consumers in general drink more beverages to satisfy their thirst. However, juice sales during the summer months are not as great as those of other beverage types, according to industry sources. For example, in the southern part of the country, bottled tea drinks and water during the summer are the big sales products. In addition, a survey of consumers in five of China's biggest cities published in China's "Life Times" newspaper late last year showed that various other types of drinks during summer time are much more popular than juice beverages. According to detailed results, 44.3 percent of the respondents claimed that they mostly drank carbonated drinks, 15.6 percent bottled water, 4.2 percent juice flavored drinks, and 3.6 percent 100% pure juice. Juice sales also are sizable during the time period leading to the Chinese New Year holiday. Local consumers include juice, especially the more expensive 100 percent juice products, as one of the many food and beverage products that make good gifts during this holiday.

Hotels in China are often major juice customers, especially for imported varieties, but with the development of the domestic juice industry more and more are turning to local suppliers. Juice is a staple of many hotel restaurants' breakfast menus. In southern China, the most popular varieties include pineapple, tomato, grapefruit, and orange. Turnover tends to be high. For example, in some of Guangzhou's higher class hotels, daily consumption of orange juice averages from 15 to 25 liters per day and over 100 liters during the biannual

trade fair periods when overseas guest numbers are large. Major hotels in other Chinese cities have shown similar consumption patterns. In the past, hotels tended to use imported concentrate to fulfill their juice needs,

but with the increase in the number of domestic juice suppliers and a corresponding rise in quality have caused a switch to locally supplied fresh juice. Lower priced product is the main reason for the switch, but pre-prepared juice being more user friendly for hotel staff is another important reason for the change.

Domestic Competition

China in 1997 produced 1,199,500 tons of juice beverages, 11.2 percent of total Chinese beverage production. In comparison between general categories, carbonated drink and bottled water production was much higher than juice and juice drink production that year. Carbonated drink production was 4,820,700 tons and bottled water production 1,944,600 tons. For 1999, juice and juice drink production is estimated at 1,566,090 tons. Of this total, only 80,000 tons are believed to be 100 percent juice beverages.

The regions in China with the largest juice product production are provinces that also produce large amounts of fruit. In 1996, the top producing provinces included Guangdong (citrus, tropical fruit), Hainan (tropical fruit), Fujian (stone fruit, citrus), Zhejiang (citrus), and Shandong (deciduous fruit). Their contribution to juice product production in 1996 equaled approximately 61 percent of total national production.

The majority of China's juice beverage manufacturers are purely domestic companies, but many big overseas companies in the 1990s entered the market by setting up their own factories and/or joint ventured with local producers. Big overseas producers include Coca Cola, Dole/Tropicana, Great Lakes, Kirin, Suntory, plus a few others. Major domestic producers include: Huiyuan, Yeshu (focuses on coconut juice production), and Chengbao (major hotel supplier). According to published sources, approximately 130 brands of juice beverages currently exist in China, but an estimated ten control slightly over 50 percent of the total market. Most juice beverages only have local distribution. Only a few brands are available nationally.

The number of factories in China engaged in apple juice concentrate production is estimated at 52, but ten account for nearly half of national production. Most only operate for several months each year, beginning production for the year just after the commencement of harvesting. The number of citrus juice concentrate producers is estimated at 53.

Although China's potential to produce larger and larger amounts of apple juice appears great due to the ever increasing production of apples, chances are that actual production will not reach its potential in the near future.

The fall in worldwide apple juice concentrate prices over the last few years from 10,000 RMB (U.S.\$ 1,205) per ton in 1995 to 5-6,000 RMB (U.S.\$ 605 - 726) per ton in 1998 has dissuaded some producers from increasing production. In Shaanxi province, for example, the provincial government earlier encouraged the start up of concentrate and fruit processing ventures in order to improve the local economy, but removed preferential treatment once world concentrate prices fell.

Aside from current low concentrate prices, local juice product manufacturers' storage practices are another limit to greater production. Raw material storage is a rarity among these producers who often tend to leave fruit out in the open environment without protection from the elements before processing. This practice also tends to limit the factory production period to only several months every year.

Most domestic juice beverage manufacturers still mainly rely on glass bottles to package their product, but plastic bottles and laminated cartons are becoming increasingly popular. Manufacturers and some consumers like glass containers for their own separate reasons. For manufacturers, glass containers are convenient and low cost for labeling. The same container can be used regardless whether it is for apple or orange juice, only a simple paper label needs changing. With laminated cardboard containers, the variety / flavor is printed on the container and can not be changed. Some consumers prefer glass containers, because after the juice has been consumed the containers can be used as drinking glasses or tea cups. This practice is particularly popular in the rural markets of the country.

The most popular package size for sales to individuals is approximately 250 milliliters. Manufacturers usually offer larger package sizes too, for example 1 liter, but these products are mostly purchased by bars, restaurants, and smaller hotels instead of individuals and their families.

Export Opportunities and Marketing

In the China market, despite fierce competition, juice product export opportunities exist for U.S. suppliers in two areas. These areas are: 1) finished products and 2) concentrate for bottling and/or further processing. Between the two possibilities, the market for finished products is smaller, focusing on hotels and higher class retailers. Examples of imported juice products include "V8" vegetable juice (U.S.) and P&N 100% juice (Australia). One problem with pushing finished product in China is that importers and distributors often expect marketing assistance from the overseas manufacturer in the forms of money and promotional materials. Television is one of the most favored advertising media for the importers and distributors, and in China television time is expensive.

As for concentrate, the customer base will mainly be existing drink manufacturers who wish to expand or maintain product lines. These processors in turn will sell the U.S. content product to various types of retailers and institutional buyers. For these customers, orange juice concentrate will be the main product of interest from overseas. Other types might generate some interest, such as cherry juice concentrate, but the demand is not as great. For example, Great Lakes, the Sino-American joint venture juice producer in Tianjin, imports cherry juice concentrate for their apple-cherry juice mixture drink. Other products with potential include grapefruit and tomato juice.

The preferred method of importing bulk concentrate varies between companies. Some will prefer importing directly, while others would rather buy through an existing importer/distributor who handles all of the procedures. Sino-overseas joint ventures will more often handle their own importation. As for packaging, importers prefer their bulk concentrate frozen and contained in drums weighing approximately 250 kilogram capacity each. These drums should be able to fit four to the pallet.

Trade Situation

China exports much more juice products than it imports, but most of its juice product exports are of one

product: apple juice. Apple juice exports accounted for 63 percent of the value and 69 percent of the quantity of China's total juice exports. For the year 1998, China's total juice exports equaled U.S.\$ 88,361,000 in value and 116,187 metric tons in volume. China's juice imports are concentrated among a few products. These products include: orange juice, grapefruit juice, and tomato juice. In regards to juice imports, more often than not, official imports exceed Hong Kong re-exports to China. Hong Kong re-exports to China are products destined for China, but initially transit Hong Kong. The value and quantity of these products are sometimes excluded from China's official import statistics due to particular trade practices prevalent in the south China region.

China's juice products trade trends have been generally up since 1996. Over the last three years, official exports, official imports, and Hong Kong re-exports all have been rising. This situation is especially true for official exports. Their 1998 total value and quantity is more than double the 1996 figures. Despite rising trends, imports still are much smaller than exports and at the same time imports are greater than Hong Kong re-exports. Several individual products are accentuating these trends. Among official exports, products whose value and quantity have steadily risen over the past three years include frozen orange juice, other orange juice, grapefruit juice, and apple juice. In regards to official imports, only frozen orange juice has been showing a continuous increase during this same period. With Hong Kong re-exports to China, other orange juice and grape juice are the products that match the general trend.

Most of China's juice product exports cover two products. They are apple juice and fruit juice of any other single fruit. In 1998, apple juice exports equaled 63 percent of total Chinese juice products export value and 69 percent of total export quantity. The percentages for fruit juice of any other single fruit were 25 percent of total export value and 24 percent of quantity. China's leading export destinations over the last three years have been Japan, Hong Kong, and the United States. For China's apple juice exports, the United States was the leading destination for both 1997 and 1998.

China's main juice product imports include frozen orange juice, grape juice, and other orange juice. The official imports of these products are higher than China's official exports. Both the official import statistics and the Hong Kong re-export figures indicate that the United States is a major supplier in nearly all juice product categories.

Trade Rules and Regulations

China's fruit and vegetable juice import duties are high. The effective rate, the regular tariff plus the Value Added Tax, is approximately 58 percent (see tariff table). In addition to the various import taxes, as with all imported foods and beverages, imported juice beverages or concentrate must be inspected by the State Food Health Inspection and Supervision Organization in order to attain a Food Importation Quarantine Certificate. Local importers usually handle the satisfaction of this requirement. According to industry sources, health and hygiene inspections usually are never a problem, but the high tariff duties tend to limit their overseas buying.

In the country's southern region, importers have been known to use their connections with local customs and inspection personnel to reduce their tariff bills and avoid certain intrusive and cumbersome inspections. Although starting last summer the central government began a serious campaign to eliminate such activities, their task still is far from completion. Juice beverages and concentrate exported are also subject to local

inspection by the Commodity Inspection Bureau.

Table 1: China Juice Production and Consumption

China Juice Drink Production and Consumption by Province ('000 Metric Tons)						
	1996	1996	1996	1999 (est)	1999 (est)	1999 (est)

Province	Production	Consumption	Balance	Production	Consumption	Balance
Beijing	37.00	47.43	(10.43)	52.29	56.07	(3.78)
Tianjin	16.60	19.80	(3.20)	23.60	23.40	0.20
Hebei	58.50	64.72	(6.22)	83.15	76.50	6.65
Jiangxi	28.20	18.58	9.62	40.08	21.96	18.12
Inner Mongolia	9.60	18.88	(9.28)	13.65	22.32	(8.67)
Liaoning	24.40	52.23	(27.83)	34.68	61.74	(27.06)
Jilin	3.60	27.18	(23.58)	5.12	32.13	(27.01)
Heilongjiang	28.40	34.72	(6.32)	40.37	41.04	(0.67)
Shanghai	33.20	61.98	(28.78)	47.19	73.26	(26.07)
Jiangsu	31.80	102.56	(70.76)	45.20	121.23	(76.03)
Zhejiang	95.80	64.87	30.93	136.18	76.68	59.50
Anhui	16.90	56.65	(39.75)	24.02	66.96	(42.94)
Fujian	123.90	47.74	76.16	176.12	56.43	119.69
Jiangxi	9.80	35.71	(25.91)	13.93	42.21	(28.28)
Shandong	71.50	109.49	(37.99)	101.63	129.42	(27.79)
Henan	43.80	72.79	(28.99)	62.26	86.04	(23.78)
Hubei	19.50	51.39	(31.89)	27.72	60.75	(33.03)
Hunan	12.80	63.80	(51.00)	18.19	75.42	(57.23)
Guangdong	269.70	119.61	150.09	383.37	141.39	241.98
Guangxi	24.00	30.30	(6.30)	34.11	35.82	(1.71)
Hainan	186.00	1.90	184.10	264.39	2.25	262.14
Sichuan	47.60	102.86	(55.26)	70.65	121.59	(50.94)
Guizhou	2.10	23.15	(21.05)	2.99	27.36	(24.37)
Yunnan	13.80	31.90	(18.10)	19.62	37.71	(18.09)
Shaanxi	9.40	25.58	(16.18)	13.36	30.24	(16.88)
Gansu	3.50	12.64	(9.14)	4.98	14.94	(9.96)
Qinghai	0.20	0.69	(0.49)	0.28	0.81	(0.53)
Ningxia	0.20	0.46	(0.26)	0.28	0.54	(0.26)
Xinjiang	2.30	25.28	(22.98)	3.27	29.88	(26.61)
TOTAL	1,224.10	1,324.89	(100.79)	1,742.68	1,566.09	176.59
Source: China Food News, 24 February 1999						
Note: The production numbers include juice drinks that contain imported ingredients.						

Table 2: China and Guangdong Beverage Production

China's National and Guangdong Provincial Beverage Production, 1997 (Tons)					
	National Production	Product Percentage of Total (%)	Guangdong Production	Guangdong's Percentages of own Production (%)	Guangdong's Percentage of National (%)
Total	10,688,700	100	2,332,100	100.0	21.8
Carbonated Beverages	4,820,700	45.1	704,900	30.2	14.6
Bottled Waters	1,944,600	18.2	501,700	21.5	25.8
Fruit & Vegetable Juices	1,199,500	11.2	291,200	12.5	24.3
Dairy Related Drinks	471,500	4.4	186,500	8.0	39.6
Solidified Beverages	376,100	3.5	21,700	0.9	5.8
Others	1,782,300	16.7	626,100	26.8	35.1
Source: Good Food Newspaper, 15 January 1999					

Table 3: China's Juice Exports, All Destinations

China's Juice Exports, 1996-1998 (Quantity: Metric Tons, Value: U.S.\$)
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	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Orange Juice, Frozen	217	211	544	496	2,203	1,832
Orange Juice, Other	52	62	174	196	936	805
Grapefruit Juice	0	0	40	29	303	232
Juice of any Other Single Citrus Fruit	201	147	487	293	72	33
Pineapple Juice	612	491	569	619	2,855	2,390
Tomato Juice	233	151	254	486	19	35
Grape Juice	132	60	676	330	734	221
Apple Juice	30,040	20,579	35,886	33,451	55,969	80,598
Juice of any Other Single Fruit	13,275	15,910	28,567	26,503	21,670	27,797
Juice of any Other Single Vegetable	2,123	1,941	3,100	2,371	2,100	1,096
Mixtures of Juices, Fruit Juices	687	725	931	669	1,442	1,065
Mixtures of Juices, Other	87	98	159	219	58	83
Total	47,659	40,375	71,387	65,662	88,361	116,187

Source: China's Customs Statistics

Table 4: China's Juice Imports, All Origins

China's Juice Imports, 1996-1998
(Quantity: Metric Tons, Value: U.S.\$)

	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Orange Juice, Frozen	1,436	1,121	2,450	2,415	4,075	3,454
Orange Juice, Other	695	1,138	915	1,702	941	1,643
Grapefruit Juice	168	230	238	295	221	286
Juice of any Other Single Citrus Fruit	133	75	66	162	47	45
Pineapple Juice	140	237	196	406	71	160
Tomato Juice	49	117	43	81	97	214
Grape Juice	907	1,851	1,972	3,077	1,442	2,350
Apple Juice	210	415	549	1,078	602	958
Juice of any Other Single Fruit	1,785	3,401	1,263	2,033	1,051	1,617
Juice of any Other Single Vegetable	57	64	55	37	71	163
Mixtures of Juices, Fruit Juices	397	561	594	975	288	662
Mixtures of Juices, Other	134	249	172	246	263	498
Total	6,111	9,459	8,513	12,507	9,169	12,050

Source: China's Customs Statistics

Table 5: Hong Kong Juice Re-Exports to China, All Origins

Hong Kong Juice Re-Exports to China, 1996-1998
(Quantity: Metric Tons, Value: U.S.\$)

	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Orange Juice, Frozen	359	163	1,301	951	668	443
Orange Juice, Other	623	484	912	746	1,808	2,361
Grapefruit Juice	60	38	74	88	322	491
Juice of any Other Single Citrus Fruit	125	47	179	87	195	143
Pineapple Juice	429	406	171	222	138	179
Tomato Juice	247	242	183	144	162	145
Grape Juice	132	98	732	494	934	671
Apple Juice	557	261	306	307	178	240
Juice of any Other Single Fruit or Vegetable	598	551	625	453	423	322
Mixtures of Juices	177	154	207	157	171	217
Total	3,307	2,444	4,690	3,649	4,999	5,212

Source: Hong Kong Re-Export Statistics, Hong Kong Department of Census

Tables 6 - 17: China's Official Juice Exports

Table 6

Orange Juice, Frozen (HS 2009.1100)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Hong Kong	0	0	394	277	1,678	1,222
Taiwan	64	69	76	156	312	530
Japan	144	122	23	19	132	56
Israel	0	0	0	0	82	23
Malaysia	0	0	51	45	0	0
Ghana	9	20	0	0	0	0
Others	0	0	0	0	0	1
Total	217	211	544	496	2,203	1,832

Source: China's Customs Statistics

Table 7

Orange Juice, Other (HS 2009.1900)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Hong Kong	9	17	137	138	748	669
South Korea	0	0	0	0	162	116
Philippines	3	2	18	26	25	19
Japan	25	18	0	0	0	0
Singapore	14	18	11	16	0	0
Others	1	7	8	16	1	1
Total	52	62	174	196	936	805

Source: China's Customs Statistics

Table 8

Grapefruit Juice (HS 2009.2000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Hong Kong	0	0	40	29	303	232
Others	0	0	0	0	0	0
Total	0	0	40	29	303	232

Source: China's Customs Statistics

Table 9

Juice of any Other Single Citrus Fruit (HS 2009.3000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Hong Kong	0	0	24	10	71	31
South Korea	0	0	38	42	0	0
Taiwan	0	0	46	36	0	0
Russia	22	34	0	0	0	0
Japan	178	103	357	169	0	0
Singapore	0	0	11	18	0	0
Others	1	10	11	18	1	2
Total	201	147	487	293	72	33

Source: China's Customs Statistics

Table 10

Pineapple Juice (HS 2009.4000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Holland	449	358	0	0	970	792
Germany	0	0	382	342	923	855
Spain	53	39	0	0	506	362
United States	0	0	22	19	136	113
Taiwan	43	53	15	18	90	89
Japan	0	0	0	0	79	53
Hong Kong	38	22	13	10	57	49
Vietnam	0	0	0	0	49	38
Australia	0	0	0	0	44	38
Kazakhstan	0	0	136	230	0	0
Others	29	19	1	0	1	1
Total	612	491	569	619	2,855	2,390

Source: China's Customs Statistics

Table 11

Tomato Juice (HS 2009.5000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Sri Lanka	0	0	0	0	10	17
Philippines	0	0	0	0	9	18
South Korea	0	0	15	32	0	0
Italy	0	0	128	288	0	0
Holland	156	43	0	0	0	0
Latvia	0	0	58	70	0	0
Russia	67	87	36	66	0	0
Others	10	21	17	30	0	0
Total	233	151	254	486	19	35

Source: China's Customs Statistics

Table 12

Grape Juice (HS 2009.6000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Japan	71	12	582	185	687	201
Hong Kong	4	12	80	128	47	20
Malaysia	0	0	13	18	0	0
South Korea	13	16	0	0	0	0
Holland	43	18	0	0	0	0
Others	1	2	1	0	0	0
Total	132	60	676	330	734	221

Source: China's Customs Statistics

Table 13

Apple Juice (HS 2009.7000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	8,031	6,280	15,375	14,540	30,384	45,931
Japan	13,693	8,091	9,819	8,395	6,559	6,999
Australia	3,339	2,309	2,303	2,220	3,934	6,188
Germany	0	0	3,223	3,108	3,850	4,690
Canada	384	279	230	208	3,117	4,468
Italy	0	0	0	0	2,623	4,510
South Africa	312	180	124	139	2,463	4,091
South Korea	3,257	2,652	1,274	1,378	237	451
Spain	0	0	1,956	1,740	791	896
Others	1,024	788	1,582	1,723	2,011	2,374
Total	30,040	20,579	35,886	33,451	55,969	80,598

Source: China's Customs Statistics

Table 14

Juice of any Other Single Fruit or Vegetable, Fruit Juice (HS 2009.8010)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Japan	4,245	4,635	10,076	9,552	11,544	15,394
United States	1,661	1,343	7,377	6,510	3,916	4,904
Australia	409	289	2,602	2,251	2,249	2,544
South Korea	5,559	8,491	6,237	5,796	1,103	1,565
Hong Kong	409	357	1,077	851	867	972
South Africa	1	0	0	0	645	670
Taiwan	60	73	165	185	305	362
Russia	56	159	45	35	287	513
Holland	419	98	173	91	110	32
Ukraine	0	0	480	925	0	0
Others	456	465	335	307	644	841
Total	13,275	15,910	28,567	26,503	21,670	27,797

Source: China's Customs Statistics

Table 15

Juice of any Other Single Fruit or Vegetable, Vegetable Juice (HS 2009.8020)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Japan	1,388	913	1,846	884	1,822	629
Hong Kong	0	0	90	76	98	123
Taiwan	95	107	111	152	90	149
Thailand	0	0	0	0	36	60
South Korea	569	763	421	583	26	4
Singapore	0	0	5	4	15	14
Macau	15	113	13	101	12	114
United States	48	36	298	306	0	0
Australia	0	0	316	265	0	0
Others	8	9	0	0	1	3
Total	2,123	1,941	3,100	2,371	2,100	1,096

Source: China's Customs Statistics

Table 16

Mixtures of Juices, Fruit Juices (HS 2009.9010)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Hong Kong	409	499	405	555	942	978
Germany	30	18	0	0	62	54
Japan	25	3	496	76	428	22
Taiwan	0	0	0	0	7	6
Russia	96	131	0	1	0	0
United States	8	6	0	0	0	0
South Korea	110	66	22	30	0	0
North Korea	0	0	4	7	0	0
Others	9	2	4	0	3	5
Total	687	725	931	669	1,442	1,065

Source: China's Customs Statistics

Table 17

Mixtures of Juices, Other (HS 2009.9090)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Holland	0	0	0	0	47	38
Japan	16	19	72	92	9	42
Hong Kong	51	58	75	93	2	3
St. Martin Island	18	14	0	0	0	0
Others	2	7	12	34	0	0
Total	87	98	159	219	58	83

Source: China's Customs Statistics

Table 18 - 29: China's Official Juice Imports

Table 18

Orange Juice, Frozen (HS 2009.1100)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	771	574	950	1,120	1,417	1,646
Israel	0	0	0	0	1,132	658
Brazil	537	398	1,061	870	1,072	820
Italy	0	0	195	122	325	216
Mexico	0	0	0	0	104	88
South Africa	2	2	5	5	15	14
Australia	16	11	24	18	5	2
Japan	38	43	16	18	0	0
New Zealand	46	56	49	56	0	0
Others	26	37	150	206	5	10
Total	1,436	1,121	2,450	2,415	4,075	3,454

Source: China's Customs Statistics

Table 19

Orange Juice, Other (HS 2009.1900)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Australia	250	384	349	732	289	524
United States	87	148	136	184	187	409
Hong Kong	68	130	51	113	100	191
Japan	3	4	24	28	94	37
Denmark	28	76	73	54	51	36
Germany	1	1	32	50	34	45
Philippines	5	14	0	1	31	84
Canada	5	17	39	37	29	37
Taiwan	0	0	13	69	28	61
Brazil	68	67	35	37	0	0
New Zealand	83	72	0	0	0	0
Others	97	225	163	397	98	219
Total	695	1,138	915	1,702	941	1,643

Source: China's Customs Statistics

Table 20

Grapefruit Juice (HS 2009.2000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	83	156	127	202	193	258
Canada	5	17	71	56	14	17
South Korea	0	0	2	1	7	5
Hong Kong	32	18	0	0	0	0
Cuba	43	35	28	18	0	0
Others	5	4	10	18	7	6
Total	168	230	238	295	221	286

Source: China's Customs Statistics

Table 21

Juice of any Other Single Citrus Fruit (HS 2009.3000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Taiwan	3	0	0	0	20	13
Denmark	0	0	0	0	19	14
Hong Kong	2	1	1	10	3	11
Japan	77	6	7	0	0	0
Spain	19	29	0	0	0	0
Philippines	8	9	48	140	0	0
Australia	10	18	1	3	0	0
Others	14	12	9	9	5	7
Total	133	75	66	162	47	45

Source: China's Customs Statistics

Table 22

Pineapple Juice (HS 2009.4000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Philippines	14	48	13	46	39	94
Malaysia	0	0	47	155	11	25
United States	43	61	5	13	11	24
Hungary	2	6	2	7	4	9
Canada	0	0	21	4	3	2
Japan	17	21	0	0	0	0
Spain	0	0	22	58	0	0
Thailand	31	47	9	22	0	0
Brazil	0	0	46	56	0	0
New Zealand	12	11	17	19	0	0
Others	21	43	14	26	3	6
Total	140	237	196	406	71	160

Source: China's Customs Statistics

Table 23

Tomato Juice (HS 2009.5000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Thailand	0	0	0	0	28	13
United States	18	72	20	32	17	32
Malaysia	0	0	5	10	14	52
Hong Kong	6	7	0	0	13	47
Philippines	0	0	3	18	9	41
Hungary	2	6	1	3	9	18
Great Britain	4	3	6	5	4	3
Australia	4	16	2	5	2	4
New Zealand	13	10	0	0	0	0
Others	2	3	6	8	1	4
Total	49	117	43	81	97	214

Source: China's Customs Statistics

Grape Juice (HS 2009.6000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Spain	262	851	410	677	304	385
Italy	0	0	27	24	265	557
United States	17	29	21	17	210	175
Canada	46	111	40	62	141	203
France	465	653	786	1,114	120	174
Taiwan	0	0	118	210	117	386
Great Britain	0	0	0	0	92	157
South Korea	66	109	148	253	77	90
Australia	13	22	12	22	42	77
Argentina	0	0	15	12	15	41
Hungary	2	7	27	77	11	37
Iran	0	0	218	363	0	0
Others	36	69	150	246	48	68
Total	907	1,851	1,972	3,077	1,442	2,350

Source: China's Customs Statistics

Table 25

Apple Juice (HS 2009.7000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Germany	0	0	48	114	172	123
United States	33	40	48	65	143	292
Canada	35	41	221	377	95	131
Hungary	69	203	110	309	49	133
Australia	21	42	27	43	43	88
Japan	0	0	2	3	36	85
South Korea	8	14	16	32	29	51
New Zealand	12	8	14	6	5	3
Others	32	67	63	129	30	52
Total	210	415	549	1,078	602	958

Source: China's Customs Statistics

Table 26

Juice of any Other Single Fruit or Vegetable, Fruit Juice (HS 2009.8010)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	187	234	105	62	379	478
South Korea	6	6	262	412	110	286
Taiwan	99	286	150	457	110	179
Poland	0	0	7	12	69	87
Philippines	281	814	48	37	66	106
Thailand	143	427	66	165	65	117
Australia	128	176	25	60	63	94
Japan	16	30	81	75	6	3
Singapore	547	584	65	87	5	16
South Africa	108	235	58	107	3	5
Others	270	609	396	559	175	246
Total	1,785	3,401	1,263	2,033	1,051	1,617

Source: China's Customs Statistics

Table 27

Juice of any Other Single Fruit or Vegetable, Vegetable Juice (HS 2009.8020)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Japan	24	6	11	18	11	71
Malaysia	0	0	0	0	9	39
South Korea	1	2	2	3	33	27
Australia	0	0	0	0	5	13
United States	21	20	2	1	11	6
Taiwan	10	36	2	12	2	4
Others	1	0	38	3	0	3
Total	57	64	55	37	71	163

Source: China's Customs Statistics

Table 28

Mixtures of Juices, Fruit Juices (HS 2009.9010)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
Australia	64	106	111	295	85	118
New Zealand	10	8	15	72	60	158
South Korea	22	41	11	16	34	139
Taiwan	57	27	47	156	26	88
United States	70	57	13	14	21	44
South Africa	38	52	50	58	19	20
Hong Kong	27	41	66	75	11	17
Japan	2	4	24	16	8	15
Spain	36	65	33	91	5	20
Holland	23	19	174	101	5	5
Others	48	141	50	81	14	38
Total	397	561	594	975	288	662

Source: China's Customs Statistics

Table 29

Mixtures of Juices, Other (HS 2009.9090)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	35	99	9	6	95	195
Germany	1	1	0	0	83	121
South Africa	0	0	0	0	22	71
Japan	1	2	0	0	10	32
Holland	14	23	23	23	21	31
South Korea	44	25	1	3	24	30
Taiwan	0	0	7	22	4	6
Singapore	23	48	1	4	0	0
Hong Kong	9	46	24	14	0	0
Iran	0	0	78	131	0	0
Others	7	5	29	43	4	12
Total	134	249	172	246	263	498

Source: China's Customs Statistics

Tables 30 - 39: Hong Kong Re-exports to China: Juice

Table 30

Orange Juice, Frozen (HS 2009.1100)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	139	95	319	354	112	109
Brazil	207	65	760	414	326	219
Australia	0	0	20	33	0	0
South Korea	0	0	0	0	134	60
Singapore	0	0	35	20	0	0
Taiwan	0	0	17	28	25	16
Denmark	14	3	0	0	0	0
Germany	0	0	85	46	0	0
Mexico	0	0	0	0	71	40
Others	0	0	65	56	0	0
Total	359	163	1,301	951	668	443

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 31

Orange Juice, Other (HS 2009.1900)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	218	137	264	207	1,292	1,872
Brazil	0	0	115	69	25	38
Australia	120	116	171	180	219	247
South Africa	97	90	1	0	13	19
Indonesia	0	0	0	0	31	17
South Korea	0	0	132	108	0	0
Philippines	55	60	48	38	52	42
Singapore	51	45	0	0	47	27
Japan	6	2	2	2	0	0
Malaysia	0	0	0	0	14	9
Taiwan	0	0	11	12	0	0
Denmark	68	29	91	48	54	32
Germany	5	1	20	13	0	0
Holland	0	0	20	20	0	0
Spain	0	0	26	40	1	1
Others	3	4	11	9	60	57
Total	623	484	912	746	1,808	2,361

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 32

Grapefruit Juice (HS 2009.2000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	56	36	64	78	314	479
Australia	0	0	10	10	0	0
South Africa	0	0	0	0	5	9
Denmark	3	1	0	0	0	0
Japan	1	1	0	0	0	0
Others	0	0	0	0	3	3
Total	60	38	74	88	322	491

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 33

Juice of any Other Single Citrus Fruit (HS 2009.3000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	25	19	179	87	130	90
Indonesia	0	0	0	0	21	27
Taiwan	2	1	0	0	0	0
Japan	97	27	0	0	0	0
Denmark	1	0	0	0	0	0
Others	0	0	0	0	44	26
Total	125	47	179	87	195	143

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 34

Pineapple Juice (HS 2009.4000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	53	49	62	76	66	87
Philippines	376	357	100	138	63	79
Malaysia	0	0	8	8	0	0
Others	0	0	1	0	9	13
Total	429	406	171	222	138	179

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 35

Tomato Juice (HS 2009.5000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	226	219	119	124	160	143
Australia	1	1	0	0	0	0
Thailand	12	14	0	0	0	0
Malaysia	3	4	0	0	0	0
Germany	1	0	0	0	0	0
Others	4	4	64	20	2	2
Total	247	242	183	144	162	145

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 36

Grape Juice (HS 2009.6000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	45	29	11	5	40	25
Canada	2	3	85	15	49	19
Australia	2	1	41	22	10	15
South Africa	0	0	0	0	11	18
South Korea	68	54	155	180	0	0
Singapore	12	9	399	257	112	86
Thailand	0	0	41	15	0	0
Malaysia	0	0	0	0	682	476
Denmark	3	1	0	0	0	0
Others	0	1	0	0	30	32
Total	132	98	732	494	934	671

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 37

Apple Juice (HS 2009.7000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	427	181	17	8	75	97
Canada	0	0	93	123	56	86
Australia	3	3	38	16	8	9
South Africa	63	46	0	0	27	40
South Korea	0	0	16	23	12	8
Singapore	0	0	83	76	0	0
Denmark	0	0	25	14	0	0
Germany	2	5	18	36	0	0
Spain	4	2	0	0	1	1
Others	58	24	16	11	0	0
Total	557	261	306	307	178	240

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 38

Juice of any Other Single Fruit or Vegetable (HS 2009.8000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	241	158	84	46	62	24
Canada	0	0	72	51	0	0
Brazil	0	0	5	4	15	12
Australia	14	10	88	53	73	67
New Zealand	0	0	0	0	26	40
South Africa	7	6	4	3	11	16
Philippines	79	114	79	57	0	0
Taiwan	107	113	16	17	90	45
Thailand	0	0	0	0	48	42
Malaysia	27	22	42	24	0	0
Vietnam	0	0	0	0	48	52
Denmark	31	13	29	11	0	0
Germany	4	2	22	26	0	0
Holland	0	0	0	0	2	2
Spain	0	0	26	40	0	0
Others	88	113	158	121	48	22
Total	598	551	625	453	423	322

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 39

Mixtures of Juices (HS 2009.9000)						
Quantity: Metric Tons, Value: U.S.\$ '000						
	1996 Value	1996 Quantity	1997 Value	1997 Quantity	1998 Value	1998 Quantity
United States	93	61	46	37	33	30
Canada	0	0	27	20	0	0
Australia	75	86	28	31	75	134
South Africa	4	4	2	2	0	0
Singapore	0	0	3	1	41	13
Taiwan	0	0	40	20	0	0
Malaysia	0	0	28	24	17	33
Denmark	3	1	3	1	0	0
Others	2	2	30	21	5	7
Total	177	154	207	157	171	217

Source: Hong Kong Re-export Statistics, Hong Kong Department of Census

Table 40: China's Customs Tariffs

China's Tariff Rates for Fruit and Vegetable Juices, 1999					
HS Code	Description	Prefer. Rate	General Rate	V.A.T. Rate	Effective Rate
2009.1100	Orange Juice, Frozen	35	90	17	58
2009.1900	Orange Juice, Other	35	90	17	58
2009.2000	Grapefruit Juice	35	90	17	58
2009.3000	Juice of any Other Single Citrus Fruit	35	90	17	58
2009.4000	Pineapple Juice	35	90	17	58
2009.5000	Tomato Juice	35	90	17	58
2009.6000	Grape Juice	35	90	17	58
2009.7000	Apple Juice	35	90	17	58
2009.801	Juice of any Other Single Fruit or Vegetable, Fruit Juice	35	90	17	58
2009.802	Juice of any Other Single Fruit or Vegetable, Vegetable Juice	35	80	17	58
2009.9010	Mixtures of Juices, Fruit Juices	35	90	17	58
2009.9090	Mixtures of Juices, Other	35	80	17	58
Notes:					
1/ Preferential rate refers to the tariff rate charged against all products from countries with whom China has exchanged most favored nation trading status (i.e. U.S.A.).					
2/ The General tariff rate refers to the tariff rate charged against all products from countries with whom China has not exchanged most favored nation trading status.					
3/ V.A.T.: Value Added Tax. This tax is assessed on all imports entering China. It is assessed against the combined value of the imported products plus the tariff duty charges.					
4/ The Effective tariff rate is the Preferential rate plus the Value Added Tax.					